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REAGAN INTENSIFIES DRIVE TO PROMOTE POLICIES IN EUROPE

2 U.S. Public Relations Panels Set Up — One Focuses on Opposition to Missiles

By BERNARD GWERTZMAN

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WASHINGTON, Jan. 19 — The United States, alarmed by reports from its embassies of diminishing Western European support for many of its policies, is mounting an effort to improve its public relations in foreign affairs, Administration officials said today.

They disclosed two related decisions by President Reagan to meet what one official said was a problem in "public diplomacy." William P. Clark, the national security adviser, has been asked to head a Cabinet-level committee to promote diplomatic, military and arms control policies in general.

In addition, as a specific response to mounting Western European opposition to the deployment of new American medium-range missiles, Mr. Reagan asked Peter H. Dailey, his 1980 campaign advertising manager and now Ambassador to Ireland, to lead an effort to win backing for American policy on the missiles.

No Sign of New Soviet Position

These developments were disclosed as the Soviet Foreign Minister, Andrei A. Gromyko, ended a visit to Bonn in which he discussed arms issues. West German officials said he had not indicated any substantial changes in the Soviet position. [Page A11.]

Mr. Clark was given his additional duties in a National Security Decision Document 77, signed Jan. 14, officials said. He will head a planning group that includes Secretary of State George P. Shultz, Defense Secretary Caspar W. Weinberger, Charles Z. Wick, director of the United States Information Agency, and Peter McPherson, administra-

tor of the Agency for International Development.

Officials said that this group was intended to insure better overall coordination of public information policies to combat what one official called "the Soviet peace offensive" and to react better to such public relations problems as the nuclear freeze movement at home.

White House officials will play a central role in managing the new effort.

"The major focus of the structure will be international, but it is impossible to separate international information policy from domestic policy, if just for the simple reason that statements to both foreign and domestic audiences must be consistent," a White House spokesman said.

The group headed by Mr. Dailey was established after President Reagan had been told by Mr. Shultz that there was misunderstanding and poor management of American policies in West Germany, Italy, Britain, Belgium and the Netherlands, all of which are supposed to deploy medium-range missiles if no arms control accord is reached beforehand with the Soviet Union.

The first meeting of the Dailey group convened at the State Department today, with participants from the White House, the State Department, the Defense Department, the United States Information Agency and the Central Intelligence Agency.

"The President is not known as the Great Communicator for nothing," said a State Department official who is involved in setting up the new groups, "and he is recognizing that public diplomacy plays a large part in the world."

"In the past, there was private diplomacy and the public never got involved. Now you have public diplomacy, and the committees the President has set up recognize for the first time that there must be a more coordinated way of handling it."

Under the Clark group, there will be four subcommittees. They will deal with international political issues, under Lawrence S. Eagleburger, Under Secretary of State for Political Affairs; international information, under Gilbert A. Robinson, deputy director of the U.S.I.A.; public affairs, jointly under Robert McFarlane, deputy director of the National Security Council and David R. Gergen, director of White House communications, and international broadcasting, under Mr. McFarlane.

According to officials, the need to devise a new strategy for dealing with the problems in Western Europe arose from Mr. Shultz's trip in December and from doubts expressed by Paul H. Nitze, the negotiator in the Geneva talks on medium-range missiles.

Mr. Shultz was told that the Western European leaders were gloomy about the prospects for 1983 because of what they said were growing movements against American policies. In London, Mr. Shultz met with American ambassadors and was told that American policies were poorly understood and badly managed.

At a meeting on coordinating policies called by Mr. Wick, an official said, Mr. Nitze expressed concern that the opposition was so great that the missiles, due to be deployed starting in West Germany at the end of the year, might not be put in place. The United States, as part of an Atlantic alliance decision, is committed to deploying 572 missiles if negotiations with the Soviet Union fail to produce an accord.

In what has become known as the zero-zero solution, the United States has offered to forgo its new missile deployment if the Soviet Union dismantles all its existing medium-range missiles. The Russians say such an approach would give the Americans superiority.

Mr. Shultz reportedly suggested the creation of a coordinator to give new direction to the handling of the policies, and Mr. Clark and other White House officials recommended temporarily recalling Mr. Dailey from Ireland.

A former West Coast advertising executive, Mr. Dailey handled advertising for both the Reagan campaign in 1980 and the campaign of Richard M. Nixon in 1972.